



## Business Insights 360



### Info

Download [user manual](#) and get to know the key information of this tool.



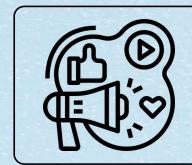
### Finance View

Get [P & L statement](#) for any customer / product / country or aggregation of the above over any time period and More..



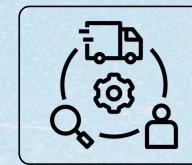
### Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in [profitability / Growth matrix](#).



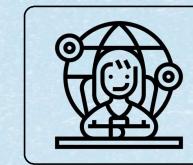
### Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in [profitability / Growth matrix](#).



### Supply Chain View

Get [Forecast Accuracy](#), Net Error and risk profile for product, segment, category, customer etc.



### Executive View

A **top level dashboard** for executives consolidating top insights from all dimension of business.



### Support

Get your **issues resolved** by connecting to our support specialist.

**\$3.74bn !**  
BM: 3.81bn (-1.86%)  
**Net Sales**

**38.08% !**  
BM: 38.34% (-0.66%)  
**GM%**

**-13.98% ✓**  
BM: -14.19% (+1.47%)  
**Net Profit %**

**Profit & Loss Statement**

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	2,912.32	76.50
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	1,122.25	76.89
Gross Margin %	38.08	38.34	1.59	4.16
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	-7.35	51.79

BM=Benchmark LY=Last Year

region, market

customer

segment, category

2018 2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4 YTD YTG

vs LY vs Target

### Net Sales Performance Over Time

Selection vs BM

region	P & L values	P & L Chg %
LATAM	14.82	77.39
EU	775.48	73.27
NA	1,022.09	81.56
APAC	1,923.77	75.12
<b>Total</b>	<b>3,736.17</b>	<b>76.50</b>

segment	P & L values	P & L Chg %
Accessories	454.10	
Desktop	711.08	
Networking	38.43	
Notebook	1,580.43	
Peripherals	897.54	
Storage	54.59	
<b>Total</b>	<b>3,736.17</b>	<b>76.50</b>



region, market

All

customer

All

segment, category

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

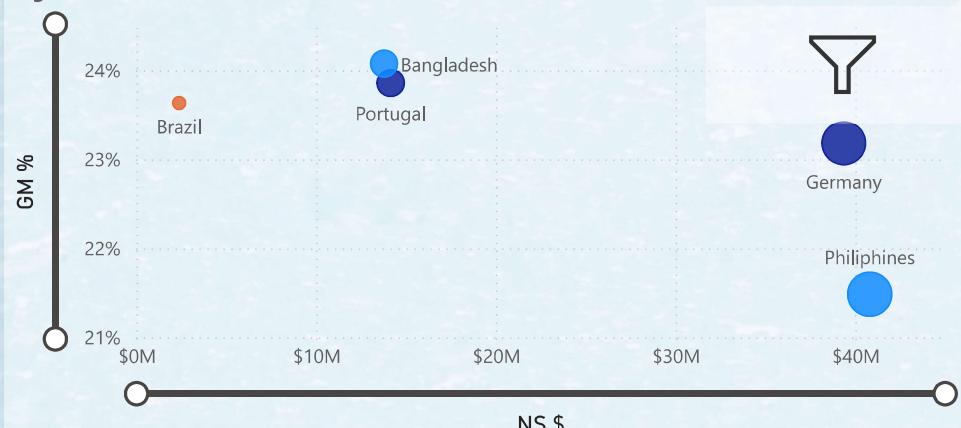
vs Target

**Customer Performance**

customer	NS \$	GM \$	GM %
Amazon	\$496.875793 2046M	\$182.77M	36.78%
AltiQ Exclusive	\$307.165117 8274M	\$145.05M	47.22%
Atliq e Store	\$304.103711 2927M	\$112.15M	36.88%
Flipkart	\$138.492964 7473M	\$58.37M	42.14%
Neptune	\$105.688900 1601M	\$49.36M	46.70%
<b>Total</b>	<b>\$3,736.170 530871M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

**Performance Matrix**

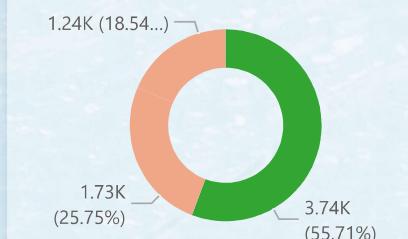
region ● APAC ● EU ● LATAM

**Product Performance**

segment	NS \$	GM \$	GM %
Accessories	\$454.0965175089M	\$172.61M	38.01%
Peripherals	\$897.5379242353M	\$341.22M	38.02%
Notebook	\$1,580.431169128M	\$600.96M	38.03%
Desktop	\$711.0765578699M	\$272.39M	38.31%
Storage	\$54.5934431909M	\$20.93M	38.33%
Networking	\$38.4349189382M	\$14.78M	38.45%
<b>Total</b>	<b>\$3,736.170 530871M</b>	<b>\$1,422.88M</b>	<b>38.08%</b>

**Unit Economics**

● Net Sales ● Pre Invoice ... ● Post Invoi...



● Total COGS ● Gross Margin

